

22. A method of treating glaucoma or ocular hypertension in a subject's eye while reducing melanogenesis, which method comprises contacting the surface of the eye with an effective intraocular pressure reducing amount of a therapeutically active and physiologically acceptable prostaglandin analogue which is a selective agonist for EP<sub>1</sub> prostanoid receptors, or a pharmaceutically acceptable salt or ester thereof, any melanogenesis which is caused by the method of treatment being reduced as compared with that obtained by a method of treatment in which a prostaglandin analogue which is not a selective agonist for EP<sub>1</sub> prostanoid receptors is employed.

23. The method according to claim 22, wherein melanogenesis is avoided.